

## MMP Living Accelerates Sales Using Sponsored Products with Automatic Targeting

MMP Living

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Natural search

50-100



Concurrent campaigns

100%



Sales increase

950%



ROI

MMP Living offers a wide selection of home, family, and pet products that it sources from a wide variety of manufacturers. Recently, when the online company expanded its portfolio with unique goods that it designs and exclusively sells, it used Amazon Sponsored Products and its automatic targeting feature to scale its campaigns and accelerate sales. "Sponsored Products and automatic targeting put our products in front of people who are likely to purchase them. We've been able to double sales with very little effort and money," says Mike Mitchell, Chief Operating Officer at MMP Living. The program selects relevant customer search keywords and prominently positions MMP Living products in customers' Amazon.com search results.

### EASILY CREATE ADS

Sponsored Products' automatic targeting feature makes it easy to create successful campaigns in minutes, without any keyword knowledge. "The program's user experience is great. Because creating ads is so straightforward and effective, we're able to run 100 concurrent campaigns while maintaining strong ROI across the board—and free our staff to focus more time on strategic product sourcing and development," says Mitchell.

### FAST TRACTION

MMP Living's exclusive product selection increased 500 percent from a year ago, creating a need to rapidly ramp up sales. Sponsored Products with automatic targeting makes this possible.

Mitchell explains, "Before, when we used a competitor's cost-per-click platform, it could take three to six months

to get sales moving. Now, thanks to the intelligence behind Amazon Sponsored Products' automatic targeting, we see traction in just weeks."

### BOOST RANKINGS AND ROI

MMP Living has been able to increase product visibility by boosting sales rankings and page placement. According to Mitchell, "One of our products jumped from a 70,000 to 20,000 sales rank in Home & Kitchen, and from page 4 to page 1 in natural search results. These improvements helped drive a 2,600 percent return on investment. We spent just \$74 to make \$2,000, and this wasn't an anomaly. We get these kinds of results on a regular basis."

For example, MMP Living used Sponsored Products with automatic targeting to reinvigorate another product that had completely dropped off in sales. After just two weeks, the campaign delivered a 950 percent ROI. "The results we're getting from the Sponsored Products program are phenomenal," Mitchell says.

“ Sponsored Products pays huge dividends with minimal investment. Thanks to its automatic targeting, we run more campaigns, spend less time managing them, and get better results.

Mike Mitchell, Chief Operating Officer, MMP Living ”